

Laura *Arante.*



CREATOR / UGC / LIFESTYLE STORYTELLER

*Food. Travel. Living well,
told through an editorial lens.*



PREPARED FOR
Brand Partners

PLATFORMS
Instagram + TikTok

CONTACT
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01 / ABOUT

Nice to meet *you.*

I'm Laura, a San Diego-based creator focused on food, travel, and lifestyle, sharing experiences that feel elevated but still real.

I love discovering new spots, from hidden gems to must-visit restaurants, and capturing them in a way that feels both aesthetic and genuine. My content sits at the intersection of curated and candid, refined enough for a brand's feed, honest enough to make someone actually want to go.

Outside of content, I'm recently engaged and in full wedding-planning mode for a 2027 celebration in Southern California. I'm also a proud dog and cat mom to Nacho, Sophie, and Kona, who are a big part of my everyday life.

Whether it's trying a new restaurant, traveling somewhere new, or sharing little moments in between, I create content that feels personal, intentional, and easy to connect with.

AT A GLANCE

BASED IN
San Diego, CA

NICHES
Food / Travel / Lifestyle

BEST FOR
Hospitality, F&B, Lifestyle

STATUS
Open to partnerships

I CREATE CONTENT ACROSS

FOOD

RESTAURANTS

TRAVEL

LIFESTYLE

WELLNESS

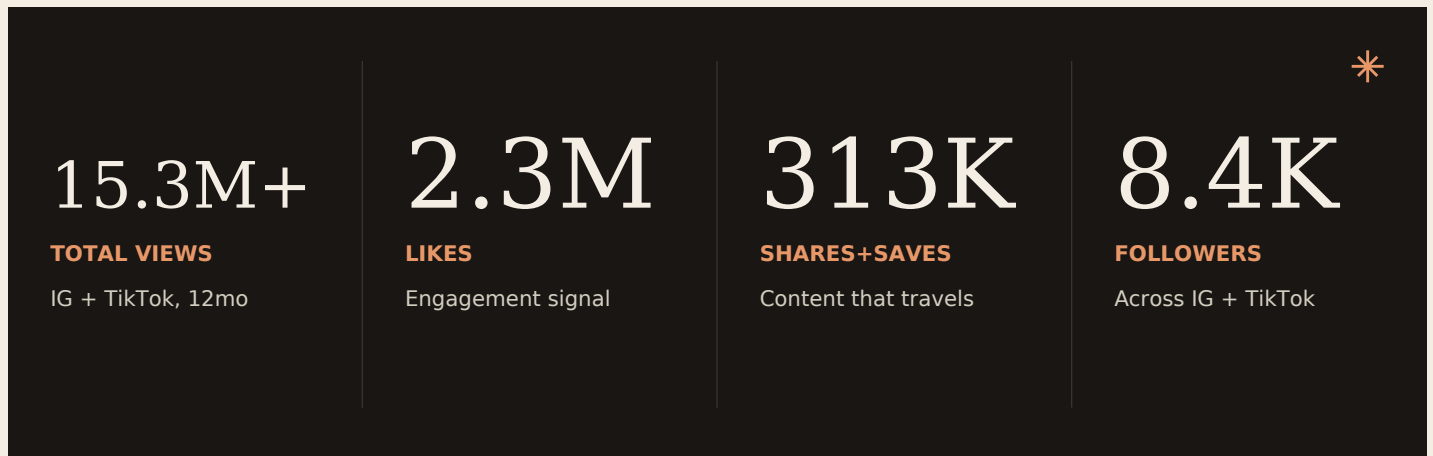
FITNESS

FASHION

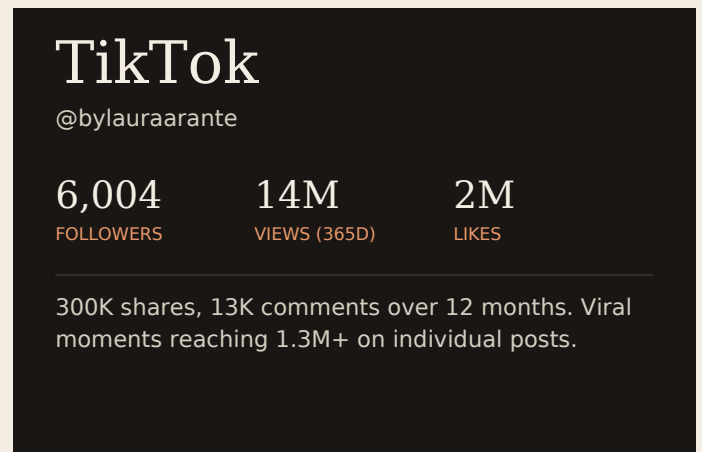
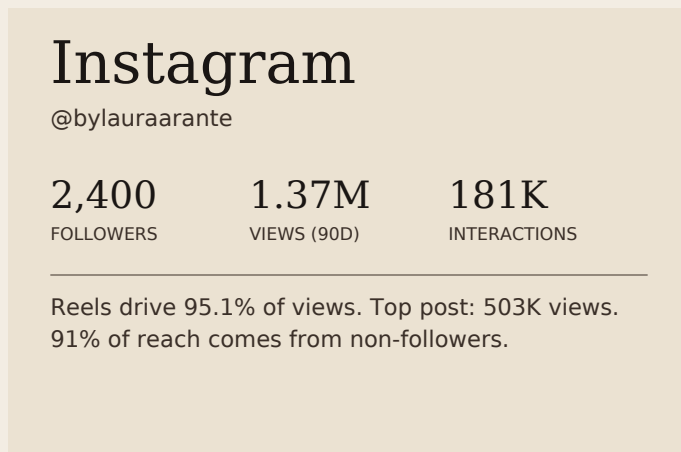
02 / ANALYTICS

The *numbers.*

Combined reach across TikTok + Instagram / Past 12 months



PLATFORM BREAKDOWN

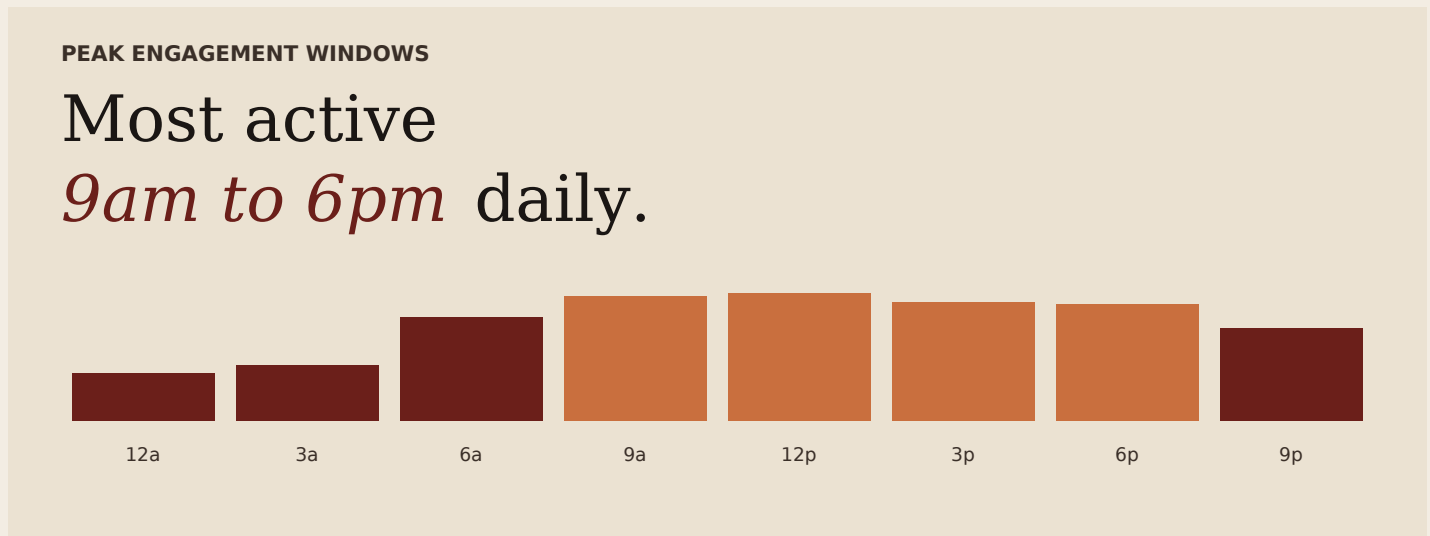
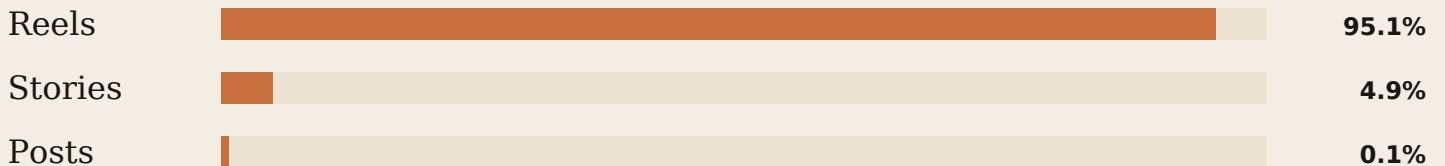


Elevated content that travels, reaches, and converts.

03 / AUDIENCE

Who is *watching*.

Audience behavior insights / Past 90 days

**CONTENT TYPE PERFORMANCE (INSTAGRAM)****KEY INSIGHTS**

91% of Instagram reach comes from non-followers, content travels well beyond the core audience.

99.8% of total interactions happen on Reels, making it the primary vehicle for brand campaigns.

1.3M+ views on a single post within the past year, demonstrated viral capacity.

04 / SELECTED WORK

Featured *content.*

A selection of recent posts across food, travel, and lifestyle.



RESTAURANT / SD
Lucrezia lunch



FASHION
Reformation floral



RESTAURANT / SD
Joe & The Juice



RESTAURANT / SD
Sandwich spot



WELLNESS
Botoxie lip filler



TRAVEL
Puerto Rico



TRAVEL
Japan diary

See more content on my feeds:

[@bylauraarante](#) ->

05 / SELECTED CLIENTS

Trusted by *brands.*

<i>Skims</i>	<i>Reformation</i>	<i>Carolina Herrera</i>	<i>Good American</i>	<i>Aritzia</i>
<i>Nordstrom</i>	<i>Lululemon</i>	<i>Westfield UTC</i>	<i>One Paseo</i>	<i>Three Three Seven</i>
<i>Joe & the Juice</i>	<i>Postino</i>	<i>Javier's</i>	<i>Pinkberry</i>	<i>85C</i>
<i>SusieCakes</i>	<i>Blue Bottle</i>	<i>Jan's Health Bar</i>	<i>Prept Meals</i>	<i>Champagne Yacht</i>

06 / SERVICES

Ways to *collaborate.*

01 UGC Content

Licensed content for your channels, vertical video optimized for Reels and paid social.

02 Sponsored Posts

Organic content to my audience, Reels, TikToks, carousels with full concept + production.

03 Venue Features

San Diego-focused hospitality coverage built to drive real footfall.

04 Brand Trips

Destination partnerships with hotels, tourism boards, and travel brands.

LET'S WORK TOGETHER

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Rates available on request / Based in San Diego, CA

@bylauraarante

Instagram / TikTok

